# Online Presence

Building an online presence takes time and effort, but the payoff is the assurance that the you people find when searching online is the you you want them to see.

## Tips for Building Your Online Presence

› Search for yourself online. Use popular search engines like Google and Bing to see what comes up when someone enters your name. Be sure to check nicknames or common misspellings. Do the same on social media sites like Facebook.

› If there is any unflattering material, try to get it taken down. Ask the person who posted it, or in the case of defamatory material or anything that amounts to cyberbullying, you can ask the ISP that hosts the website to remove the material.

› Make sure what you do want seen gets seen. That means creating your own postings on the most popular social media sites and similar platforms. Start with your own website or blog. Also create profiles on Facebook, LinkedIn, Twitter, Google+ and similar platforms. Remember, the more of your information you put out there, the better the chance that someone searching your name will find that material and only that material.

› Post new material regularly to your sites and be sure to include links to each site in your e-mail signature so that people know where to find you.

## Warnings for Publishing Online

**View the Internet as a novel, not a diary:** Make sure you are comfortable with anyone seeing the information you put online, even if you believe the content to be behind security features. No security methods are guaranteed to keep even protected information private. If you want the information to be private, the Internet is the wrong forum.

**Be careful what you advertise:** Putting too much personal information online makes it easy to track down addresses, phone numbers and birthdates. That makes identity theft easier, and the more information an attacker can gather about you, the easier it is to pretend to be you.

**Realize that you cannot take it back:** Once something is published online, it is available to other people and to search engines. The content can be changed or removed, but it is possible that someone has already seen the original version and copied it.

**As a general practice, let your common sense guide what you post online:** Before publishing anything, determine what value it provides and consider the implications of having the information available for anyone to view.

## Additional Information

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